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U.S. Department of Agriculture
Agricultural Marketing Administration

Commodity..... *TOMATOES*
Marketing area..... *NATIONAL*
Time..... *JUNE 29 to JULY 4*

FOR IMMEDIATE USE — Washington, D. C. June 10, 1942

This season's first heavy supply of tomatoes will be featured as a Victory Food Special in a national retail merchandising drive scheduled for the period June 29 to July 4.

Most of the tomatoes on consumer markets at that time will be from east Texas, Mississippi, Georgia, Louisiana, and South Carolina where harvesting is generally expected to reach its peak shortly after the middle of June. Barring adverse growing conditions, this crop is currently estimated at 4,190,000 bushels, which is 30 percent above that of last year and 15 percent above the average for these producing areas.

Food merchants will feature tomatoes as a Victory Food Special during the period June 29 to July 4 through advertising and special display material designed to increase sales to consumers and encourage consumption of this perishable farm product. The merchandising drive is being conducted in cooperation with the Agricultural Marketing Administration under its program for broadening farm market outlets and preventing waste in seasonally abundant supplies of agricultural commodities.

The marketing of tomatoes from these distant producing areas is aggravated this year by the wartime transportation situation. Shippers and dealers will not be able to hold tomatoes in freight cars for ripening as has been the practice in the past. It will be necessary, therefore, to ship and unload as quickly as possible in order that cars may be released for other use. The merchandising drive at the time when heaviest supplies of tomatoes are expected on consumer markets aims at facilitating the commercial movement of the crop and reducing the possibility of excessive quantities accumulating in terminal markets.

Although tomatoes have been relatively high in price all winter and so far this spring, lower prices are expected to prevail in consumer markets with the shipment of heavier supplies from producing areas. Weather conditions recently have been favorable for the production of good quality tomatoes.

A century ago, the tomato was known as the "love apple." Today, it's one of the most popular of vegetables.

Originally, the tomato came from tropical America. Since then it has knocked about considerably. To gain

OUR FARMERS are on an all-out war basis. They are producing more food than they ever grew before. Now and then, due to super-abundant harvests, exceptional weather, or wartime bottlenecks, unusually large supplies of some foods become available. They must move to market promptly or be wasted. These are **VICTORY FOOD SPECIALS.** The more Victory Food Specials are consumed, the less will be the pressure on foods needed for the war. Food merchants are cooperating with the Agricultural Marketing Administration by featuring these Specials in their stores. You can help to prevent the waste of good food and to stretch consumers' food money by giving this news wide distribution.

recognition as a food, it had to go to Europe. In 1893, it appeared before the Supreme Court of the United States. On that occasion, the highest court of the land handed down the decision, in connection with a tariff problem, that tomatoes - while they are fruit botanically speaking - are vegetables in the language of common usage.

There are several good reasons behind the success story of the tomato. One reason is its food value.

According to the Bureau of Home Economics, the tomato holds a unique place among vegetables as a valuable source of vitamin C, which must be supplied daily as it cannot be stored in the body. Its supply of vitamin C is so great that after cooking or canning, tomatoes still rate as a good source of this vitamin. Little if any vitamin C is lost by storing tomato juice in loosely covered containers for a few days in the refrigerator.

But although the tomato built up its food value reputation on its vitamin C content, that is not all it has to offer. Ripe tomatoes contain vitamin A, so often inadequate in low-cost diets. And both ripe and green tomatoes supply some vitamin B_1 (thiamin), and iron.

Tomatoes advertise their goodness in their outward appearance. So it's pretty safe to trust your eyes when you buy them. Best tomatoes are nicely shaped - plump - smooth - bright "tomato red" - and free from blemishes.

Tomatoes pass all taste tests with their matchless flavor. For both color and flavor they are charter members of any salad bowl. And one of the simplest and most popular of all salads is made of bright tomato slices - crisp green cucumber slices - arranged alternately on a leaf of lettuce. Always postpone adding any tart dressing, such as French, until the last minute. Otherwise the tomatoes shrivel and weep, because the acid and the salt of the dressing draw the juice from the tomato if the salad stands very long before serving.

For a stuffed tomato salad, skin the tomatoes, cut a round piece from the stem end, and take out enough of the pulp to leave a cup. Season the inside of the tomato cup with salt, turn it upside down, and place it in a cool place until time to serve. For a hearty salad, stuff the tomato shell with a filling of cottage cheese, or of chopped meat, fish, with chopped celery, diced cucumber, or some cooked green vegetable, and the tomato pulp. For a less substantial salad, use only vegetables in the stuffing. Top with salad dressing.

For the main course, serve tomatoes cut in half, seasoned, covered with bread crumbs, and baked. Or they may be stuffed and baked. Stuffing may be made from a mixture of well-seasoned bread crumbs and tomato pulp. Or add a little chopped meat or fish as for the stuffed tomato salad.

Broil tomato halves - with salt, pepper, and melted butter or other fat added. Put under the flame of a broiling oven far enough from the heat to allow the tomatoes to cook before browning. Broil for 20 to 30 minutes - until the tomatoes are tender and lightly browned.

Slightly underripe tomatoes make the best ones for frying. Slice the tomatoes, dip each slice in beaten egg, then fine bread crumbs. Brown tomatoes in hot fat in a frying pan, reduce the heat so the tomatoes can cook through. Finish browning and serve at once.